INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

VOLUME 71 ... NUMBERS 1-6 ... JANUARY 1958 - JUNE 1958

Titles of articles and other items are listed alphabetically under subject. Company names are listed (under **Companies**) only when a company program or case history has been the *subject* of a published form.

Throughout the Index, entries are followed by the month and page number of the issue in which the item in question appeared. Titles of short items are followed by the identifying symbol "(s)." Regular monthly departments and economic material appearing at regular intervals in the magazine are not listed in this Index. A separate listing of authors will be found following the subject listing.

Adhesives, see Materials Air-Conditioning (see also Ventilation) Automation (see also Electronics) -B-C-Business Prospects, see Economic Conditions Collective Bargaining, see Labor Relations Most Explosive Thing in the World (editorial)............June Companies AMF Cycle Company (s) ... April 69 Bell & Howell Company (s)..... April 85 Johnson & Johnson (s). Lincoln Electric Company (s) National Biscuit Company (s)..... Chas. Pfizer & Co., Inc. (s) Pillsbury Mills, Inc. (s) Prentice-Hall, Inc. (s) April April 87 Procter & Gamble (s)..... Renault, Inc. (s) Executive Pay: The Grass Is Sometimes Greener (s)...... "Going Rates": Termites in Industry's Pay Structure? (s)...... President's Pay Check-and Where It Goes (Presidents' Construction, see Plant Construction and Layout Consumer Spending Meet Tomorrow's Bigger-Spending Customers (s).....May 79 Decentralization, see Organization Decision Making Pushbutton Decisions: How Far Ahead? Feb. Design, Industrial Guidance from Polaris (s). Distribution, see Marketing Diversification, see Product Development

E		_
Economic Conditions		
Industry's Leaders Size Up the Profit Squeeze (Presidents' Panel	May	29
Panel Is the "Business Man's Government" Meeting the Test? Let's Fix the Flat—and Get Rolling (editorial) Survival of the Fittest (editorial). What's Ahead for Industry in 1958 (Presidents' Panel) J	April	3
Education		32
Paging Tomorrow's Scient.sts (s)		73
Government Fights Interference (s) . If Pushbutton Decisions: How Far Ahead? If Speed-Up for Small-Lot Jobs (s) . Whither the Transistor? (s)	eb. May	101 46 61 157
Employee Relations, see Communication, Labor Relations,		
Personnel Management, Recruiting		
Automation in the Lab (s)	an. an. an.	73 44 75
Nuts and Bolts Move with the Times (s)	Aar	73
Pilferproof Power Tools (s) F Speed-Up for Small-Lot Jobs (s) .	Aay	101
Equity Financing, see Financing		
Executives Executive Pay: The Grass Is Sometimes Greener (s) Future Executives—Handle with Care! President's Pay Check—and Where It Goes (Presidents'	eb. May	115 34
Panel)	lar.	40
Exports, see Markets, Foreign		
F		
Factory Management (see also Materials Handling, Plant Construction and Layout, Plant Expansion, Plant		
Location) The American Factory: Today and Tomorrow	pril	61 79
Financial Management Financial Management for an Electronic AgeF	eb.	41
Financial Reports Getting Across to Your Financial Public	an.	48
Financing Your Overseas Business Ju	une	47
When a Company Goes Public. Ju Foreign Trade, see Markets, Foreign	ine	36
_G_H_		
Government Policy Is the "Business Man's Government" Meeting the Test? Ju What's Ahead in Labor Legislation?		34 43
Highways Better Highways Boom Tomorrow's Business M		32
, —I—		
Imports, see Markets, Foreign		
Instrumentation, see Equipment		
International Markets, see Markets, Foreign		
Inventions Building Profits on Outside Inventions	ine	43
L		
Labor Relations Getting Results in 1958 Labor Negotiations. For What's Ahead in Labor Legislation?	eb. lar.	44 43
Leadership Benchmarks of National Leadership (editorial) Ja		16
Legislation, see Government Policy		
Lighting What's Happening in Lighting?	pril 1	13
		1

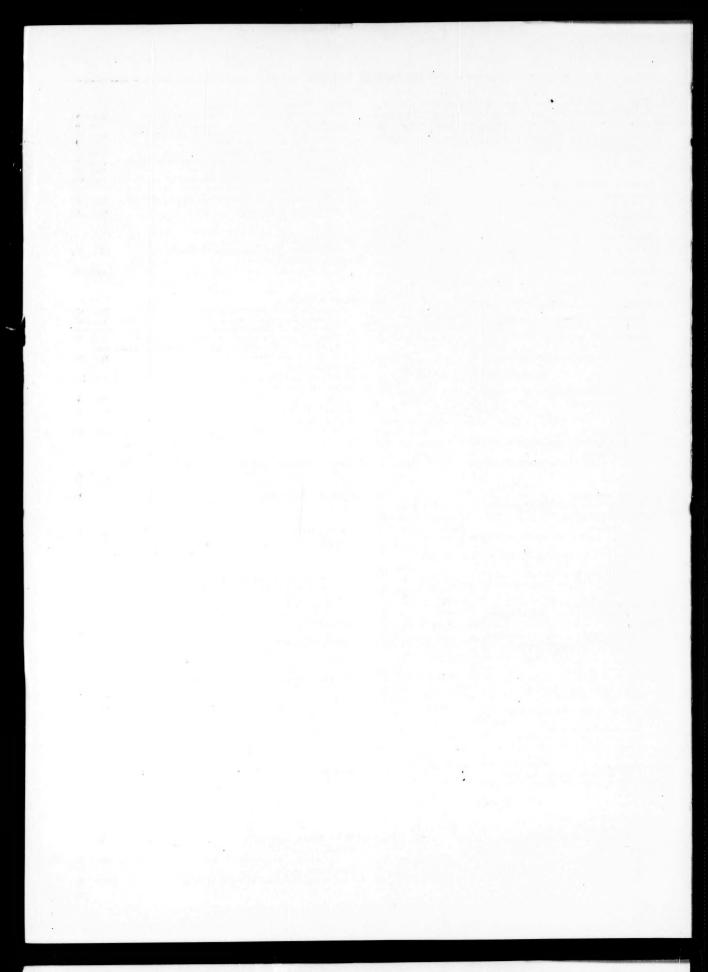
-M-	Product Development
Machine Tools, see Equipment	Brain-Children at Work (s)
Management Development	Signs of the Future (s)
Future Executives—Handle with Care!	Things to Come (s)
Management Principles	Production Management (see also Equipment)
Clocks, Calendars, and Palance Sheets (s)	Long Design Cycle Pays Off for Renault (s)
"Results" Approach table Management Jan. 36	Recession Spurs Production Cost Cutting
Let's Fix the Florest Rolling (editorial)	Product Testing
When t' Gets Tough (editorial)	Product Testing: Everybody's Doing It
Marketine c also Markets, Foreign; Retailing; Sales	
Con; Sales Meetings; Salesmen)	— R —
A.c You Paying Too Much for Distribution? Jan. 42	Radioisotopes
Is Fair Trade on the Way Out? Feb. 33	Big Savings from Radioisotopes (s)June 129
Selling at a Fast Clip (s)	Recruiting
Selling on Time (s). Jan. 85	Future Executives—Handle with Care! May 34 Slowdown in Recruiting? (s) May 35
Selling on Wheels (s)	
Markets, Foreign	Retailing America's Shopping-Center Revolution
Financing Your Overseas BusinessJune 47	Extra Profits—at a Price Feb. 39
Gearing Your Sales to the European Common Market May 43	New Breakthrough Coming in Vending? (s) Jan. 84
Getting the Cash from Your Overseas Sales Mar. 87	Sunday Selling Spreads
International Business Gages Its 1958 Prospects Jan. 86	
Machinery—America's Key Export	_S_
Overseas Trade Fairs Boom Foreign Sales	Salaries, see Compensation
Materials (see also Metals; Plastics) Adhesives Pave Way to New Markets	Sales, see Marketing
Shaped Fused Quartz (s)	Sales Contests
Tough, Fire-Retardant Papers (s)	New Spurs to Sales (s)
	Sales Meetings
Materials Handling Freight Moves Faster (s) Feb. 72	Pepping Up Sales Meetings (s) Jan. 84
Materials Handling in Your Plant	Salesmen
Oil Dump (s) Feb. 73	For Older Salesmen: Rehirement, Not Retirement (s) Feb. 71
Bendable Coating for Metals (s)	Sales Supervision: Time for a Change?
Rare Farths: Family of Metals Seeks Profitable New	X Factor in Salesmanship (editorial)
Relations	Selection, see Recruiting
Motivation Research	Small Business
Industry Tries Spurring Sales with "MR" (s)	Solving Small-Business Problems (s)
-N-O-	Stockholder Relations
-N-O-	C V F 1 D 11'
	Getting Across to Your Financial Public
New Products are Equipment: Materials	
New Products, see Equipment; Materials Organization	Getting Across to Your Financial Public
New Products, see Equipment; Materials Organization How to Reorganize for Better Profits	Taxes
Organization How to Reorganize for Better Profits	Taxes Industry Fights Back on State and Local TaxesApril 37
Organization	Taxes
Organization How to Reorganize for Better Profits	Taxes Industry Fights Back on State and Local Taxes
Organization How to Reorganize for Better Profits. — P— Packaging More Aluminum Cans (s). June 38	Taxes Industry Fights Back on State and Local Taxes
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs
Organization How to Reorganize for Better Profits June 38 — P — Packaging June 130 More Aluminum Cans (s) June 130 More Drugs in Less Space (s) Mar. 73 Packages Within Packages (s) Feb. 72	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85
Organization June 38 — P — Packaging More Aluminum Cans (s)	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks
Organization How to Reorganize for Better Profits. — P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Packages Within Packages (s). Packages Within Packages (s). Paper, see Materials Personnel Management (see also Labor Relations, Manage-	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Packages Within Packages (s). Packages Within Packages (s). Pepper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting)	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial
Organization How to Reorganize for Better Profits. — P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Packages Within Packages (s). Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70
Organization How to Reorganize for Better Ptofits. — P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Packages Within Packages (s). Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135 Planning Ahead in Personnel. See 36	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation
Organization How to Reorganize for Better Profits. — P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Packages Within Packages (s). Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation
Organization How to Reorganize for Better Ptofits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Peb. 72 Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel. Feb. 36 Plant Construction and Layout American Factory: Today and Tomorrow April 61 Designing Tomorrow's Factory Today. April 101	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64
Organization How to Reorganize for Better Ptofits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Packages Within Packages (s). Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Plant Construction and Layout American Factory: Today and Tomorrow. April 61 Designing Tomorrow's Factory Today. April 609 How AMF Cycle Company Built in Flexibility (s). April 609	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86
Organization How to Reorganize for Better Ptofits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135 Planning Ahead in Personnel. April 61 Designing Tomorrow's Factory Today and Tomorrow How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64
Organization How to Reorganize for Better Ptofits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Peb. 72 Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel. Feb. 36 Plant Construction and Layout American Factory: Today and Tomorrow. April 61 Designing Tomorrow's Factory Today. April 79 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 61 How Rates Are Made (s).
Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135 Planning Ahead in Personnel. Feb. 36 Plant Construction and Layout American Factory: Today and Tomorrow April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 68	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 102 How to Organize for Better Shipping. June 89
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135 Planning Ahead in Personnel American Factory: Today and Tomorrow April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 68 Plant Expansion	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s) June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s) June 102 How to Organize for Better Shipping June 89 New Ideas for Better Transportation June 79
Organization How to Reorganize for Better Ptofits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel. Feb. 36 Plant Construction and Layout American Factory: Today and Tomorrow. April 61 Designing Tomorrow's Factory Today. April 79 Pace-Setters for Tomorrow. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 68 Plant Expansion Factories for Tomorrow. April 62	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 79 Shipper's-Eye View of America's Transportation System. June 76
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135 Planning Ahead in Personnel American Factory: Today and Tomorrow April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 68 Plant Expansion	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 102 How to Organize for Better Shipping June 89 New Ideas for Better Transportation. June 79 Shipper's-Eye View of America's Transportation System June 68 Traffic Executives Are Moving Ahead. June 68
Packaging More Aluminum Cans (s). June 130 More Drugs in Less Space (s). Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Plant Construction and Layout American Factory: Today and Tomorrow. April 61 Designing Tomorrow's Factory Today. April 60 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 68 Plant Expansion Factories for Tomorrow. April 62 How Up-to-Date Are Our Manufacturing Facilities? (s). April 63	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 79 Shipper's-Eye View of America's Transportation System. June 76
Organization How to Reorganize for Better Ptofits. — P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Mar. 73 Packages Within Packages (s). Feb. 72 Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Aheat in Personnel. Feb. 36 Plant Construction and Layout American Factory: Today and Tomorrow. April 61 Designing Tomorrow's Factory Today. How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 68 Plant Expansion Factories for Tomorrow. April 62 How Up-to-Date Are Our Manufacturing Facilities? (s). April 68 Plant Location Pinpointing Plant Location. April 90	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 79 Shipper's-Eye View of America's Transportation System June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135 Planning Ahead in Personnel. April 61 Designing Tomorrow's Factory Today. April 61 Designing Tomorrow's Factory Today. April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 100 Why Build—and When? April 62 Plant Expansion Factories for Tomorrow. Factories for Tomorrow. April 63 Why Build—and When? April 64 Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinpointing Plant Location Papil 98 Part Century's Problem of Water (s). April 99 This Century's Problem of Water (s).	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 86 Getting Together to Cut Transportation Costs (s). June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 102 How to Organize for Better Shipping June 89 New Ideas for Better Transportation System June 67 Shipper's-Eye View of America's Transportation System June 68 Traffic Executives Are Moving Ahead June 68 Transportation Moves Ahead (s). Jan. 100
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Peb. 72 Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). April 135 Planning Ahead in Personnel American Factory: Today and Tomorrow April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow April 110 Why Build—and When? April 68 Plant Expansion Factories for Tomorrow Factory Todar April 63 Why Build—and When? April 68 Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinstes	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 79 Shipper's-Eye View of America's Transportation System June 66 Traffic Executives Are Moving Ahead June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87
Packaging More Aluminum Cans (s). Packagins More Progs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel. April 61 Designing Tomorrow's Factory Today. April 70 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 100 Why Build—and When? Plant Expansion Factories for Tomorrow April 68 Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinsteromany Plastic Pipe (s). Mar. 73	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 80 New Ideas for Better Transportation. June 79 Shipper's-Eye View of America's Transportation System June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel April 61 Designing Tomorrow's Factory Today. April 61 Designing Tomorrow's Factory Today. April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 100 Why Build—and When? April 62 Plant Expansion Factories for Tomorrow. April 63 Why Build—and When? April 64 Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinstics Intercompany Plastic Pipe (s). Mar. 73 New Plastics June 129	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 102 How to Organize for Better Shipping June 89 New Ideas for Better Transportation. June 63 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87 — U— Ultrasonics Industrial Ultrasonics Comes of Age. June 40
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel American Factory: Today and Tomorrow April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow April 110 Why Build—and When? April 68 Plant Expansion Factories for Tomorrow Factories for Tomorrow Factories for Tomorrow April 68 Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinstics Intercompany Plastic Pipe (s). April 79 Plastics Intercompany Plastic Pipe (s). Mar. 73 New Plastics Process (s). June 129 Progress in Plastics Molding (s). Mar. 73	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 102 How to Organize for Better Shipping June 89 New Ideas for Better Transportation. June 79 Shipper's-Eye View of America's Transportation System June 66 Traffic Executives Are Moving Ahead June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87 — U— Ultrasonics Industrial Ultrasonics Comes of Age. June 40
Packaging More Aluminum Cans (s). June 130 More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel. April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 68 Plant Expansion Factories for Tomorrow April 68 Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinpointing Plant Location This Century's Problem of Water (s). April 98 Plastics Intercompany Plastic Pipe (s). Mar. 73 New Plastics Molding (s). Mar. 73 Sun-loving Polyethylene (s). Feb. 102	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management June 64 Companies Hit the Road June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 69 Traffic Executives Are Moving Ahead June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87 — U— Ultrasonics Industrial Ultrasonics Comes of Age. June 40 — V— Ventilation
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel American Factory: Today and Tomorrow April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow April 110 Why Build—and When? April 68 Plant Expansion Factories for Tomorrow Factories for Tomorrow Factories for Tomorrow April 68 Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinpointing Plant Location Pinstics Intercompany Plastic Pipe (s). April 79 Plastics Intercompany Plastic Pipe (s). Mar. 73 New Plastics Process (s). June 129 Progress in Plastics Molding (s). Mar. 73	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation. June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 69 Traffic Executives Are Moving Ahead. June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87 — U— Ultrasonics Industrial Ultrasonics Comes of Age. June 40 — V— Ventilation Solving the Air-Change Problem. April 121
Organization How to Reorganize for Better Ptofits. — P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Aheat in Personnel. April 135 Planning Aheat in Personnel. Feb. 36 Plant Construction and Layout American Factory: Today and Tomorrow. April 61 Designing Tomorrow's Factory Today. April 79 Pace-Setters for Tomorrow. April 79 Pace-Setters for Tomorrow. April 100 Why Build—and When? April 68 Plant Expansion Factories for Tomorrow. April 68 Plant Location Pinpointing Plant Process (s). June 129 Progress in Plastics Molding (s). Mar. 73 New Plastics Process (s). June 129 Progress in Plastics Molding (s). Feb. 102 Power	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation. June 63 How Rates Are Made (s). June 102 How to Organize for Better Shipping. June 89 New Ideas for Better Transportation. June 79 Shipper's-Eye View of America's Transportation System June 66 Traffic Executives Are Moving Ahead June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87 — U— Ultrasonics Industrial Ultrasonics Comes of Age. June 40 — V— Ventilation Solving the Air-Change Problem. April 121 Verse
Organization How to Reorganize for Better Ptofits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel. April 61 Designing Tomorrow's Factory Today. April 100 How AMF Cycle Company Built in Flexibility (s). April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? Plant Expansion Factories for Tomorrow How Up-to-Date Are Our Manufacturing Facilities? (s). April 68 Plant Location Pinpointing Plant Location This Century's Problem of Water (s). April 98 Plastics Intercompany Plastic Pipe (s). Mar. 73 New Plastics Process (s). June 129 Progress in Plastics Molding (s). April 56 Heat Into Electricity (s). June 156 Heat Into Electricity (s). June 156 Heat Into Electricity (s). Jens 38 Presidents, Company	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation. June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 69 Traffic Executives Are Moving Ahead. June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87 — U— Ultrasonics Industrial Ultrasonics Comes of Age. June 40 — V— Ventilation Solving the Air-Change Problem. April 121
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Peb. 72 Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel. April 61 Designing Tomorrow's Factory Today. April 61 Designing Tomorrow's Factory Today. April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 62 How Up-to-Date Are Our Manufacturing Facilities? (s). April 68 Plant Location Pinpointing Plant Location. April 98 Plastics Intercompany Plastic Pipe (s). New Plastics Process (s). June 129 Progress in Plastics Molding (s). Mar. 73 New Plastics Process (s). June 129 Progress in Plastics Molding (s). Sun-loving Polyethylene (s). Presidents, Company Industry's Leaders Size Up the Profit Squeeze (Presidents'	Taxes Industry Fights Back on State and Local Taxes
Packaging More Aluminum Cans (s)	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management. June 64 Companies Hit the Road. June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation. June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 89 Traffic Executives Are Moving Ahead. June 66 Traffic Executives Are Moving Ahead. June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87 — U— Ultrasonics Industrial Ultrasonics Comes of Age. June 40 — V— Ventilation Solving the Air-Change Problem. April 121 Verse Disappearing Act. April 136
Organization How to Reorganize for Better Profits. —P— Packaging More Aluminum Cans (s). More Drugs in Less Space (s). Mar. 73 Packages Within Packages (s). Peb. 72 Paper, see Materials Personnel Management (see also Labor Relations, Management Development, Recruiting) Personnel Joins the Management Team (s). Planning Ahead in Personnel. April 135 Planning Ahead in Personnel. April 61 Designing Tomorrow's Factory Today. April 61 Designing Tomorrow's Factory Today. April 69 "Imagineering" the New Plant. April 79 Pace-Setters for Tomorrow. April 110 Why Build—and When? April 62 How Up-to-Date Are Our Manufacturing Facilities? (s). April 68 Plant Location Pinpointing Plant Location. April 98 Plastics Intercompany Plastic Pipe (s). New Plastics Process (s). June 129 Progress in Plastics Molding (s). Mar. 73 New Plastics Process (s). June 129 Progress in Plastics Molding (s). Sun-loving Polyethylene (s). Presidents, Company Industry's Leaders Size Up the Profit Squeeze (Presidents'	Taxes Industry Fights Back on State and Local Taxes. April 37 Tools, see Equipment Trade Associations How Today's Trade Associations Aid Industry. Mar. 45 Trade Fairs Overseas Trade Fairs Boom Foreign Sales. Feb. 85 Trademarks Trends in Trademarks (s). Mar. 106 Traditions, Industrial Industrial Traditions and the American Future (s). Jan. 70 Traffic Management, see Transportation Transportation Better Transportation Is Up to Management June 64 Companies Hit the Road June 86 Getting Together to Cut Transportation Costs (s). June 86 Goods on the Move—New Horizons in Transportation June 63 How Rates Are Made (s). June 89 New Ideas for Better Transportation. June 89 New Ideas for Better Transportation. June 67 Traffic Executives Are Moving Ahead June 68 Transportation Moves Ahead (s). Jan. 100 When Do-It-Yourself Trucking Pays Off (s). June 87 —U— Ultrasonics Industrial Ultrasonics Comes of Age. June 40 —V— Ventilation Solving the Air-Change Problem. April 121 Verse Disappearing Act. April 136

AUTHOR INDEX

Titles of contributed articles and signed staff-written articles are listed alphabetically under the author's names. The identifying word "(quoted)" after an author's name indicates the item in question is a speech excerpt appearing in the regular department "Voice of Industry."

Allen, Louis A. How to Reorganize for Better Profits June 38 Altshul, Harold M. When a Company Goes Public June 36 Backstrand, C. J. (quoted) Jan. Black, James Menzies Crisp, Richard D. -F--G-Given, William B., Jr. Goldberg, Melvin J. Hastings, George S. Building Profits on Outside Inventions.......................June 43 Henry, Kenneth Industry's Leaders Size Up the Profit Squeeze (Presidents' May 29 Panel) President's Pay Check-and Where It Goes (Presidents' Pushbutton Decisions: How Far Ahead? What's Ahead for A What's Ahead for American Industry in 1958 (Presidents' Panel) Jan. 32 Hettinger, Herman S. Getting Across to Your Financial Public Jan. Heyel, Carl American Factory: Today and Tomorrow Breakthrough in Air-Conditioning Factories for Tomorrow "Imagineering" the New Plant Pace-Setters for Tomorrow Solving the Air-Change Problem What's Happening in Lighting? Why Build—and When? April 110 April 121 April 113 Heyel, Carl (with Thomas Kenny) June Companies Hit the Road. Iune Goods on the Move: New Horizons in Transportation June 63 How to Organize for Better Shipping June 89 New Ideas for Better Transportation . . June Shipper's-Eye View of America's Transportation System. June 66 Traffic Executives Are Moving Ahead. June 68 June -I-K-Ingersoll, Roy C. (quoted). Jan. 13 Kennerly, Albert Designing Tomorrow's Factory Today April 100 Kenny, Thomas Management Takes to the Air . . Strengthening Sales in A Sagging Market Mar. 37 Sunday Selling Spreads Feb. 38

Kenney, Thomas (with Carl Heyel)		
Better Transportation Is Up to Management	June	64
Companies Hit the Road	June	86
Goods on the Move: New Horizons in Transportation		63
How to Organize for Better Shipping New Ideas for Better Transportation		89 79
Shipper's-Eye View of America's Transportation System	June	66
Traffic Executives Are Moving Ahead	Lune	68
When Do-It-Yourself Trucking Pays Off	June	87
Kilpatrick, Carroll		
Is the "Business Man's Government" Meeting the Test?	June	34
Kroll, William J. (quoted)	Mar.	18
L		
Larke, Alfred G. How Today's Trade Associations Aid Industry	Mar	45
Leavitt, Harold J.	. Mai.	12
Sales Supervision: Time for a Change?	April	43
— M —		
Mandell, Melvin		
Adhesives Pave Way to New Markets	Mar.	47
Industrial Ultrasonics Comes of Age	June	40
Industry Airs Its Production Problems	Jan.	
Product Testing: Everybody's Doing It	Ech	48
Recession Spurs Production Cost Cutting		38
Maynard, H. B.		
Materials Handling in Your Plant	. April	122
McGill, William O.		
Extra Profits—at a Price	Feb.	39
McHugh, Keith S. (quoted)	Jan.	14
Mitten, Ravy		
Better Highways Boom Tomorrow's Business	May	32
-N-O-		
Newcomb, Robert (with Marg Sammons) Workers Join the War on Competition	A:1	AC
Odlum, Floyd B. (quoted)		
Ooms, C. W. (quoted)		
Coms, C. W. (quotea)	rcb.	10
_R _		
Ramsey, Hobart C. (quoted)	r.i.	12
Ruttenberg, Harold J. (quoted)		
	May	20
s		
Sammons, Marg (with Robert Newcomb)		
Workers Join the War on Competition	April	46
Schleh, Edward C.		
Getting Results in 1958 Labor Negotiations		44
"Results" Approach to Profitable Management	Jan.	36
Seney, Wilson T. Financial Management for an Electronic Age	Eab	41
Sheldon, Horace E.	reb.	7.1
What's Ahead in Labor Legislation?	Mar.	43
Smith, Charles W.		
Are You Paying Too Much for Distribution?	Jan.	42
Stanley, Alexander	T	47
Financing Your Overseas Business Gearing Your Sales to the European Common Market	June	42
Catting the Cook from Your Operage Color	May	43 87
Getting the Cash from Your Overseas Sales	Mar.	86
		51
Machinery—America's Key Export Overseas Trade Fairs Boom Foreign Sales	Eab	85
Stein, I. Melville (quoted)	Mar.	15
Sternfield, Aaron		* 2
Is Fair Trade on the Way Out?	Feb.	33
Suits, Dr. Guy (quoted)	Feb.	14
-T-		
Tyson, Robert C. (quoted)	May	19
-W-Y-Z-		
Willis, Paul S. (quoted)	Feb.	13
Yaseen, Leonard C.		00
Pinpointing Plant Location	April	90



INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

VOLUME 72 ... NUMBERS 1-6 ... JULY 1958 - DECEMBER 1958

Sept. 108

Titles of articles and other items are listed alphabetically under subject. Company names are listed (under Companies) only when a company program or case history has been the subject of a published item.

Throughout the Index, entries are followed by the month and page number of the issue in which the item in question appeared. Titles of short items are followed by the identifying symbol "(s)." Regular monthly departments and economic material appearing at regular intervals in the magazine are not listed in this Index. A separate listing of authors will be found following the subject listing.

Advertising Budgeting Your Advertising for Profit Oct. Building a Productive Partnership Oct. Finding the Agency That Fits Your Needs Oct. Getting the Most from Your Advertising Dollars. L's Mutual Confidence That Counts. Marketing L. Management's L-b. Marketing Is Management's Job Setting the Budget for Industrial Products Understanding Advertising: A Guide for Management (s) When It's Time for a Change. Why Management Is Reappraising Advertising....

Don't Forget the Farm Market.

Benefit Plans	
New Welfare and Pension Law: What Employers Need to	
Know Oct	. 42
Board of Discours on Discours	

Board of Directors, see Directors Business Prospects, see Economic Conditions

Citizenship Liberty and Responsibility (editorial)	3
Collective Bargaining, see Labor Relations, Unions	-
Communication	
Management Tries Some Straight Talk	44
Companies	
Ace Electronics Associates, Inc. (s)	43
	47
	50
	00
	90
	73
	12
	89
	35
	74
	59
Republic Steel Corp. (s) Sept.	99
	20

State Mutual Life Assurance Company of America (s) Sept.	74
Steelcase, Inc. (s)	91
Compensation (see also Incentives)	
Can Industry Control the Annual Wage Increase? Aug.	40
Executive Pay Feels the Pinch Sept.	38
Gearing Sales Pay to Today's Markets Dec.	
White Collar Pay: Still Headed UpNov.	
Who Pays Executives Most? (s)Sept.	39
Construction Industry	
Construction: Pace-Setter for Prosperity	41

Scaporcel Metals, Inc. . . .

Construction: Pace-Setter for ProsperityJul	ly	41
Consumer Spending Saving Grace (editorial)	ly	3
Corporate Giving Business Giving Can Backfire	ly	34

Defense Business	
Defense and Business: A Pentagon Profile Aug. Defense Business: How Much Is Enough? Sept.	
Directors Board of Directors at Work	3
Distribution, see Marketing	
Diversification Diversification Means More than Acquisition (s)	

conomic Conditions	
How to Fight a RecessionJuly	39
Key Industrialists Look Ahead (s)	30
Meeting the Test of Recovery	27
Prospects and Problems of '59	28
Recovery—A Job for Government? (s) July	14
Wanted: Your Support for a Sound Dollar Dec.	79
lectric Power, see Power	
lectronics (see also Automation)	
Coming Revolution in Machine Tools	46

Employee Relations, see Communications; Labor Relations;

Chions	
Engineers Needed: Engineer Managers (s)	23
Equipment (see also Maintenance; Materials)	
Coming Revolution in Machine Tools	46
Cost-Cutting Battery (s) Nov.	54
Effortless Order Picking (s)	53
Magnets Move Ahead in Industry	36
News in Motors (s) Sept. 1.	32
Pilfer-Proof Storage (s)	80
Tapes Speed Assembly (s)	
Updating Diesels (s)Oct. 1	
Executives (see also Presidents, Company) Executive Pay Feels the Pinch Scott	38

Executives (see also Presidents, Company)		
Executive Pay Feels the Pinch	Sept.	3
Executive Suite: 1958 (s)		
How to Stay Healthy Though Overworked	Aug.	4
How Top Management Forecasts the Future		
Industry Tightens Up on Executive Expense Accounts		
Potomac Exposure: Business Men and Government Ser	-	
vice (s)	.Dec.	1
Too much Tension? (s)	.Aug.	4.
Top Management Looks at Executive Age and Retirement	Sept.	40
Who Pays Executives Most? (s)	Sept.	39
Women Executives: Fact and Fancy	.Dec.	90
Expense Accounts		

Industry Tightens Up on Executive Expense Accounts Oct. 40 Exports, see Markets, Foreign

Forecasting		
How Top Management Forecasts the Future	Sept.	3:
Putting the Forecast Together (s)	Sept.	3
Foreign Trade, see Markets, Foreign		

Government	
Business and Defense: A Pentagon Profile	. 89
Monetary Controls Ease the DownturnJuly	75
New Welfare and Pension Law: What Employers Need to	
Know Oct.	42
On the Way: Help for Business Taxpayers Oct.	123
Potomac Exposure: Business Men and Government Ser-	
vice (s) Dec.	. 19
Recovery—A Job for Government? (s)	14
Uncle Sam and Your Business (editorial) Dec.	3
Wanted: Your Support for a Sound Dollar Dec.	79
What Makes a "Fair Labor Law"? Sept	
What to Event from Washington	

Handicapped Workers How to Profit While Doing Good	et.	43	Obsolescence Cobwebs on the P&D Statement	. 36
Health			Our Nation Is Already Falling Behind (s)	
Age, Health, and the U. S. Presidency (s) Sel How to Stay Healthy Though Overworked Au			Office Design Executive Suite: 1958 (s)	71
	ag.	12	How Two Companies Spruce Up for Growth (s)Sept	
-I-			Office: A Better Place for Better Work Sept	. 66
Incentives		20	Six Areas for Cost Cutting (s) Sept	. 91
Getting More Mileage from Indirect LaborJul	y	38	Office Management Modern Office: Industry's New Profit Frontier Sept	40
Inflation, see Economic Conditions			New Survey Spotlights the Office in Transition Sept	. 49
Imports, see Markets, Foreign			Spot the Waste Points in Your Office Set-Up (s)Sept	. 87
Instrumentation, see Equipment			Today's Office—Room for Improvement Sept	. 50
-L-			Office Mechanization	00
Labor Relations (see also Unions)			Getting Down to Cases. Sept How Much Mechanization Can You Use Profitably? Sept	. 52
Can Industry Control the Annual Wage Increase? Au	ıg.	40	Office Workers	
Getting More Mileage from Indirect Labor		38	How Temporary Workers Can Fill the Gap (s) Sept	. 118
Keeping Your Workforce Ready for the Upturn Sep Labor Outlook: Tougher Going in '59		33:	New Horizons in Manning the Office Sept	43
Management Tries Some Straight Talk No		44	White Collar Pay: Still Headed UpNov.	13
New Bargaining Climate for Big Labor Oct		36	Operating Ratios 14 Important Ratios in 36 Manufacturing Lines Dec.	41
New Welfare and Pension Law: What Management Needs to		12	14 Important Ratios in 12 Retail Lines Oct.	44
KnowOct	t.	42	14 Important Ratios in 24 Wholesale Lines Nov.	. 48
How to Modernize on Other People's Money Oct	1	34	_p_	
Legislation, see Government	,	51	•	
Lighting			Packaging New Approaches to Changing Markets (s) Sept.	127
Office Lighting: More Brightness at Lower Cost (s)Sep	pt.	92	Personnel, see Communications, Labor Relations, Unions	
— M —			Pilferage	
— M —			Pilfer-Proof Storage (s)	80
Machine Tools, see Equipment			Plastics	00
Magnets, see Equipment			Decorative Plastic Sheets (s)	54
Maintenance		10	Polyethylene vs. Polypropylene (s)	131
Industry's War on Wear No Less Motor Maintenance (s) Des			Population Trends	
Management		-	On the Way: 193 Million Customers	35
How to Fight a Recession July	y	39	Power	
Keeping Your Workforce Ready for the Upturn Sep		45	Heat Into Current—and Vice Versa (s)Oct.	
Let's Try a Cruising Speed (editorial) Oct Meeting the Test of Recovery Dec	t.	3 27	Oil from Shale (s)	131
Middle Management Power (editorial)	ot.	3	Presidents, Company Board of Directors at Work	38
Uncle Sam and Your Business (editorial)Dec		3	Company Presidents Size Up the Board	40
Manufacturing Industries			Creating and Selling Your Corporate ImageJuly	32
14 Important Ratios in 36 Manufacturing Lines Dec		41	How to Fight a Recession July Prospects and Problems of '59 Dec.	28
Marketing (see also Advertising; Markets, Foreign; Markets, U.S.; Retailing; Salesmen; Wholesaling			Top Management Looks at Executive Age and Retirement Sept.	40
Coming Year in Marketing	c.	32	Product Development, see Diversification	
Hard Selling from the Top (s)July	y	59	Production (see also Equipment, Maintenance)	
Hard Times Toughen a Sales Team (s)			Tapes Speed Assembly (s)	81
Industry Gets Set for the '60's	or. 1	127	Products, see Equipment	
New Marketing Twist: Company Sponsors Trade Show (s). Sep.	t.	47	Public Relations	37
Onward to Yesterday (s)Sep	et. I	128	Creating and Selling Your Corporate ImageJuly	32
Markets, Foreign		E 2	-Q-R-	
Guard Your Industrial Property Rights Aboard Aug Organizing to Protect Your Profits Overseas Sep			Quality	
Overseas Operations: Getting the Help You Need Nov			Art, Craft, and Conscience (editorial)	5
Problems and Potentials in Consumer Exports		49	Recession, see Economic Conditions	
Small Business Goes International Oct Trends to Watch in Overseas Competition Dec		85 57	Refractory Materials, see Materials	
Markets, U.S.			Research and Development Profiting from Other People's Research	40
Don't Forget the Farm Market			R&D Budgets Still Climbing (s)	
Industry Gets Set for the '60's			Retailing	
On the Way: 193 Million Customers No	V.	33	14 Important Ratios in 12 Retail LinesOct.	44
Materials (see also Metals, Plastics) Coming: Electrofluids (s) Oct	. 1	104	Retirement	10
Ersatz Wood (s) Dec	c.	23	Top Management Looks at Executive Age and Retirement Sept.	70
Improvements Underfoot (s)	c.	24	Rubber, see Materials	
Oil from Shale (s)		38	-s-	
Patience Pays Off (s)			Salaries, see Compensation	
Petroleum-Proof Rubber (s)Oct	t. 1	103	Sales, see Marketing	
Silica as a Foam (s)			Salesmen	26
Super-Rubber (s)	g.	02	Gearing Sales Pay to Today's Markets. Dec. What Spurs the Salesman? (s)	36
Allovs and Bondings (s)July	v	79		31
High-Strength Steel (s)			Security Measures Your Company's Secrets: Are They Safe?Aug.	44
-N-O-			Small Business	
			Small Business Consensus: No Crutches Needed Dec,	
New Products, see Equipment; Materials			Small Business Goes International Oct.	85
Numerical Control		16	Storage Pilfer-Proof Storage (s)	80
Coming Revolution in Machine Tools	g.	40	riner-rioot storage (3)jury	00

Hodnette, John K. (quoted) Sept.

Sheldon, Horace E.	
Labor Outlook: Tougher Going in '59	33
New Welfare and Pension Law: What Employers Need to	42
KnowOct.	42
Slevin, Joseph R. What to Expect from Washington	35
what to expect from washington	3)
Slote, Claire Trieb Women Executives: Fact and Fancy	90
Stanley, Alexander O.	
Guard Your Industrial Property Rights Abroad	53
Organizing to Protect Your Profits Overseas Sept.	
Overseas Operations: Getting the Help You Need	91
Problems and Potentials in Consumer ExportsJuly	49
Small Business Goes InternationalOct.	85
Trends to Watch in Overseas Competition Dec.	57
Sternfield, Aaron	
Gearing Sales Pay to Today's Markets	36
_ w _	
Ware, Louis (quoted)Oct.	19
White, Nelson C. (quoted) Sept.	6
Wirth, John C. J. (with Thomas J. Carley)	
Grooming Your Company for the 1960'sOct.	31
Wishart, Paul B. (quoted)	27
Witting, Chris. J. (quoted)	22
Wooton, Paul	
Business and Defense: A Pentagon Profile	89
Don't Forget the Farm Market Nov.	
Monetary Controls Ease the DownturnJuly	
On the Way: Help for Business Taxpayers Oct.	123
What Makes a "Fair Labor Law"? Sept.	
Wanted: Your Support for a Sound Dollar Dec.	79
-Y-Z-	
Young, John Orr	
When It's Time for a ChangeOct.	53
Zuckerman, Art Industry Tightens Up on Executive Expense AccountsOct.	40

*